

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of purchasing goods or services, comprising:

creating credit in a wireless service account server in response to an entity having actively interacted with a given web site of a seller of goods or services that has secured wireless airtime units from ~~said a~~ a wireless service provider;

crediting into a database accessible by said wireless service account server a given amount of said wireless airtime units to ~~said a~~ a wireless service account based on said entity having actively interacted with said given web site ~~browsing a web site of said seller of goods or services~~; and

~~directing~~ deducting payment for goods or services from said wireless service ~~provider~~ account with said credited wireless airtime units ~~credited to said wireless service account~~.

2. (currently amended) The method of purchasing goods or services according to claim 1, wherein:

said ~~directing~~ deducted payment is for payment of goods.

3. (canceled)

4. (canceled)

5. (currently amended) The method of purchasing goods or services according to claim 1, wherein:

said ~~directing~~ deducted payment is for payment of a service.

6. (currently amended) The method of purchasing goods or services according to claim 1, wherein:

said ~~directing~~ deducted payment transfers wireless airtime units from a buyer's account to a seller's account.

7. (currently amended) The method of purchasing goods or services according to claim 6, wherein:

said wireless airtime units are ~~can be~~ used in a metered wireless communications system.

8. (currently amended) The method of purchasing goods or services according to claim 6, wherein:

said wireless airtime units are ~~can be~~ used in a post-paid wireless communications system.

9. (currently amended) A method of providing e-commerce incentives, comprising:

creating credit in a wireless service account server in response to a user having actively interacted with a given web site of a seller of goods or services, said seller of goods or services ~~securing~~ having secured wireless airtime units from a wireless service provider; and

transmitting from said wireless service account server an offer for said wireless airtime units credited to a wireless service account maintained by said wireless service account server for said user in response to said user having ~~browsed~~ actively interacted with said a given web site of said seller of goods or services.

10. (currently amended) The method of providing e-commerce incentives according to claim 9, wherein said ~~action on said~~ actively interacted with said given web site comprises:

selection of an electronic advertisement presented to said user on a wireless device.

11. (currently amended) The method of providing e-commerce incentives according to claim 9, wherein said ~~action on said~~ actively interacted with said given web site comprises:

returning to said web site.

12. (currently amended) The method of providing e-commerce incentives according to claim 9, wherein said ~~action on said~~ actively interacted with said given web site comprises:

obtaining electronic services by a wireless device.

13. (currently amended) The method of providing e-commerce incentives according to claim 9, further comprising:

monitoring said web site to determine when ~~[[if]]~~ said user ~~performs~~ said action on said actively interacts with said given web site.

14. (currently amended) The method of providing e-commerce incentives according to claim 13, further comprising:

creating said wireless service account for said user in response to said user ~~performing said action on said~~ first actively interacting with said given web site.

15. (currently amended) The method of providing e-commerce incentives according to claim 14, further comprising:

crediting into a database accessible by said wireless service account server ~~said wireless service account with~~ said wireless airtime units into said wireless service account for said user.

16. (currently amended) The method of providing e-commerce incentives according to claim 14, further comprising:

crediting ~~said wireless service account when~~ into a database accessible by said wireless service account server when said user purchases wireless airtime units.

17. (currently amended) The method of providing e-commerce incentives according to claim 15, further comprising:

reducing a count of wireless airtime units in said wireless service account for said user when said user uses a wireless communications device paid for using ~~based on~~ said wireless service account for said user.

18. (currently amended) A method of conducting e-commerce, comprising:

creating credit in a wireless service account server in response to a user having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

transmitting from said wireless service account server an offer for said wireless airtime units credited to said wireless service account based on said user having ~~browsed~~ actively interacted with said given web site ~~said given web site of said seller of goods or services~~; and

crediting into a database accessible by ~~from said wireless service provider~~ said wireless service account server ~~associated with said user with a given number~~ amount of said wireless airtime units to a wireless service account based on said user having actively interacted with said given web site ~~browsed said given web site of said seller of goods or services~~.

19. (currently amended) The method of conducting e-commerce according to claim 18, further comprising:

creating ~~[[a]]~~ said wireless service account for said user in response to said user having actively interacted with said given web site ~~accessing said electronic information~~.

20. (currently amended) The method of conducting e-commerce according to claim 18, wherein:

said wireless service account is a metered wireless service account.

21. (currently amended) A method of paying for an offering, comprising:

creating credit in a wireless service account server in response to an entity having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

crediting into a database accessible by said wireless service account server a given amount of ~~from said wireless service provider~~ said wireless airtime units to ~~said a~~ wireless service account ~~server~~ based on said entity having actively interacted with said given web site ~~browsing said given web site of a said seller of goods or services;~~

maintaining in said database ~~wireless service account server~~ a count of said wireless airtime units in said wireless service account associated with an entity; and

~~reducing~~ deducting payment for goods or services from ~~said maintained count of wireless airtime units in~~ said wireless service account with said credited wireless airtime units ~~server when said entity exchanges said wireless airtime units for a given good or service.~~

22. (currently amended) The method of paying for an offering according to claim 21, wherein ~~further comprising:~~

~~selling a product through a web site wherein~~ said product goods or services ~~can be~~ are purchased in exchange for a predefined number of said wireless airtime units ~~in a wireless service account associated with a purchaser of said product.~~

23. (currently amended) The method of paying for an offering according to claim 21, further comprising:

accepting a predefined number of said wireless airtime units in exchange for said entity having actively interacted with said given web site ~~offering.~~

24. (currently amended) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are ~~earned~~ credited for by performing an ~~action~~ a purchase on ~~[[a]]~~ said given web site.

25. (currently amended) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are ~~earned~~ credited for by visiting ~~[[a]]~~ said given web site.

26. (original) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units represent metered wireless services.

27. (currently amended) The method of paying for an offering according to claim 21, further comprising:

crediting at least ~~one~~ two wireless airtime unit to said wireless service account in response to said entity having actively interacted with said given web site ~~behavior by said entity~~.

28. (currently amended) The method of paying for an offering according to claim 21, further comprising:

crediting one ~~or more~~ wireless airtime units to said wireless service account in response to said entity having actively interacted with said given web site ~~visiting a web site~~.

29-41. (canceled)